

Appendix A.

Coding guidelines for material classification

Pro	● The website concludes that individuals should receive HPV vaccination.
	● Even if the conclusion is not stated, it is obvious that the author of the website recommends individuals to receive HPV vaccination.
Anti	● The website concludes that individuals should not receive HPV vaccination or that HPV vaccination is not necessary.
	● Even if the conclusion is not stated, it is obvious that the author of the website asserts that individuals should not receive HPV vaccination or that HPV vaccination is not necessary.
Neutral	● The website includes both assertions of pro- and anti-HPV vaccination (e.g., benefits and risks, necessity and unnecessity).
	● The website does not state their own assertion or does leave a decision for receiving HPV vaccination to readers.

Appendix B. Coding guidelines for investigation of narratives

Category	Description	Narrator	Example
Side effects of HPV vaccine	Stories of people who experienced severe adverse reactions to HPV vaccination, with descriptions of physical, mental, and social consequences.	Self	My limbs are paralyzed and I am living in a wheelchair. I suddenly lose consciousness. I often lose my memory. I cannot go to school. I want to regain my life.
		Parent	My daughter was well until she had severe cramps after HPV vaccination. She used to be eager to study and practice to go on to a music university. However, she can no longer study or play the piano.
		Author	Naomi (alias) began to have seizures and convulsions one week after HPV vaccination. She used to be eager to study and practice to go on to a music university. However, her life has changed completely since then.
Cervical cancer	Stories of women who experienced the symptoms, treatments, and sequelae of cervical cancer, with descriptions of physical, mental, and social consequences.	Self	I was diagnosed with cervical cancer by screening at the age of 29. I lost my uterus in surgery. I was looking forward to having a baby; however, I was deprived of my dream.
		Parent	My daughter was diagnosed with cervical cancer at the age of 29. She lost her uterus in surgery. She was looking forward to having a baby; however, she was deprived of her dream.
		Author	Naomi (alias) was diagnosed with cervical cancer when she was 29 years old. She had worked hard and looked forward to getting married. However, her life has changed completely since then.